

FIGURE 1

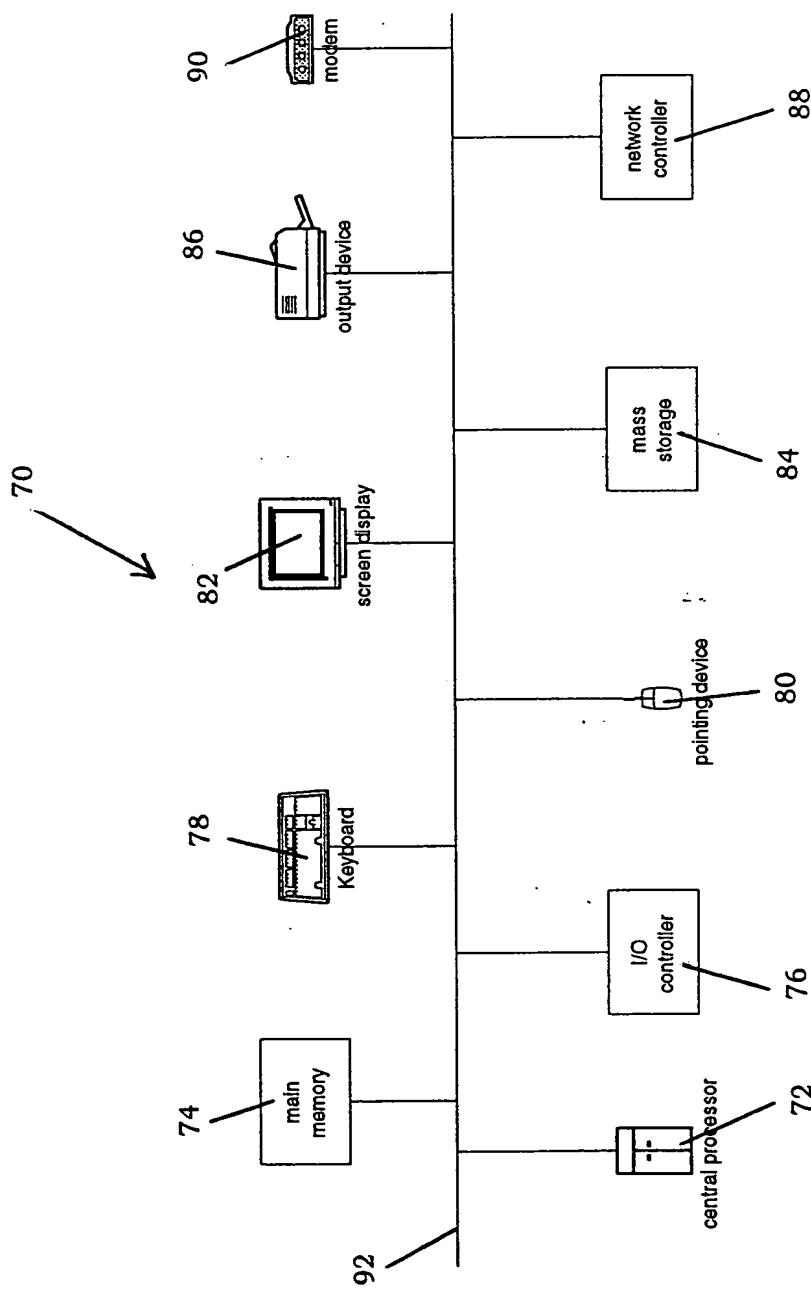


FIGURE 2

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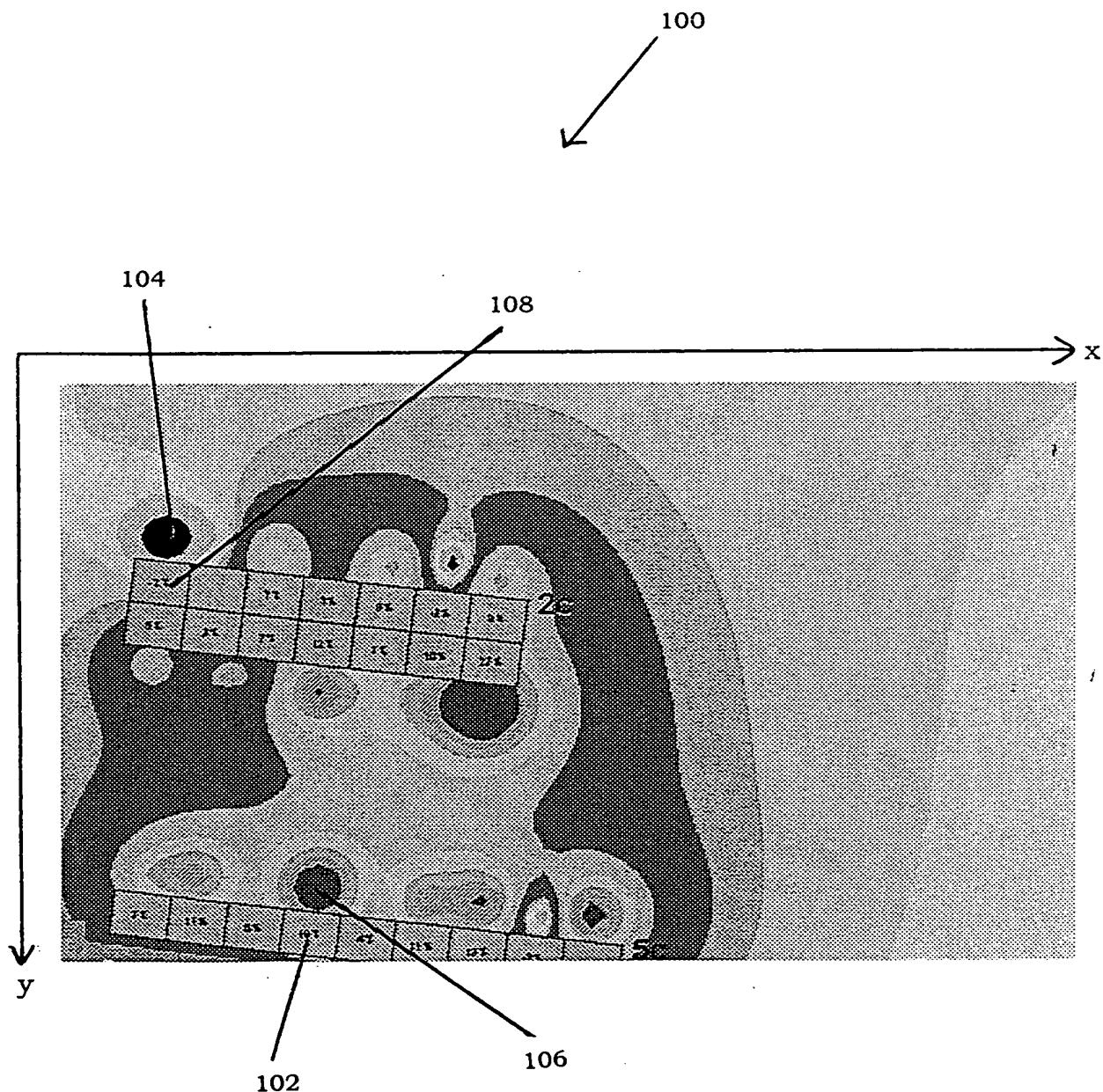


FIGURE 3

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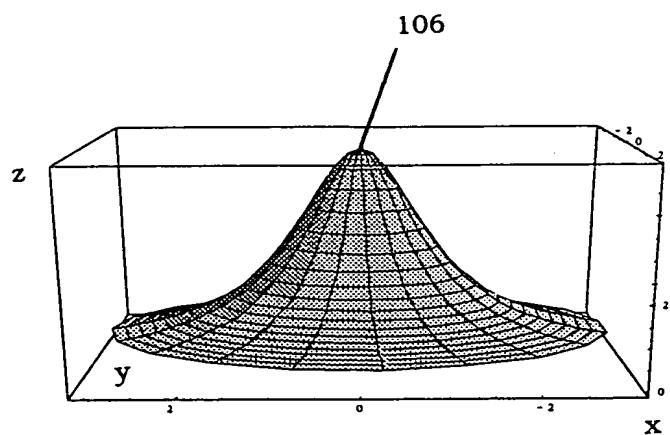


FIGURE 4

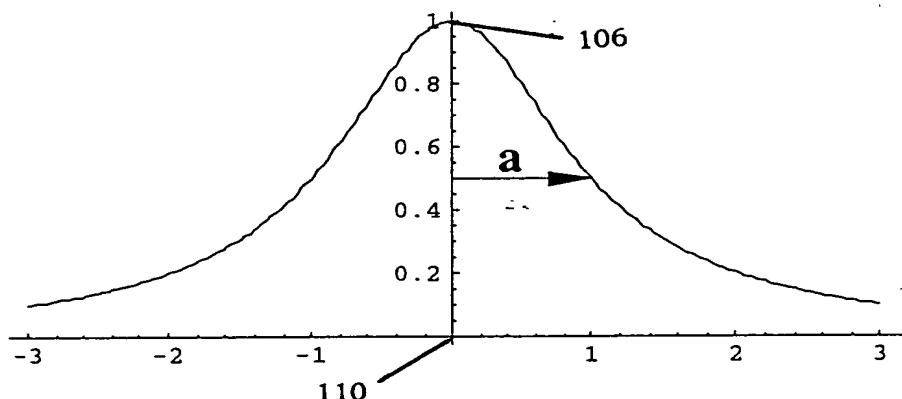


FIGURE 5

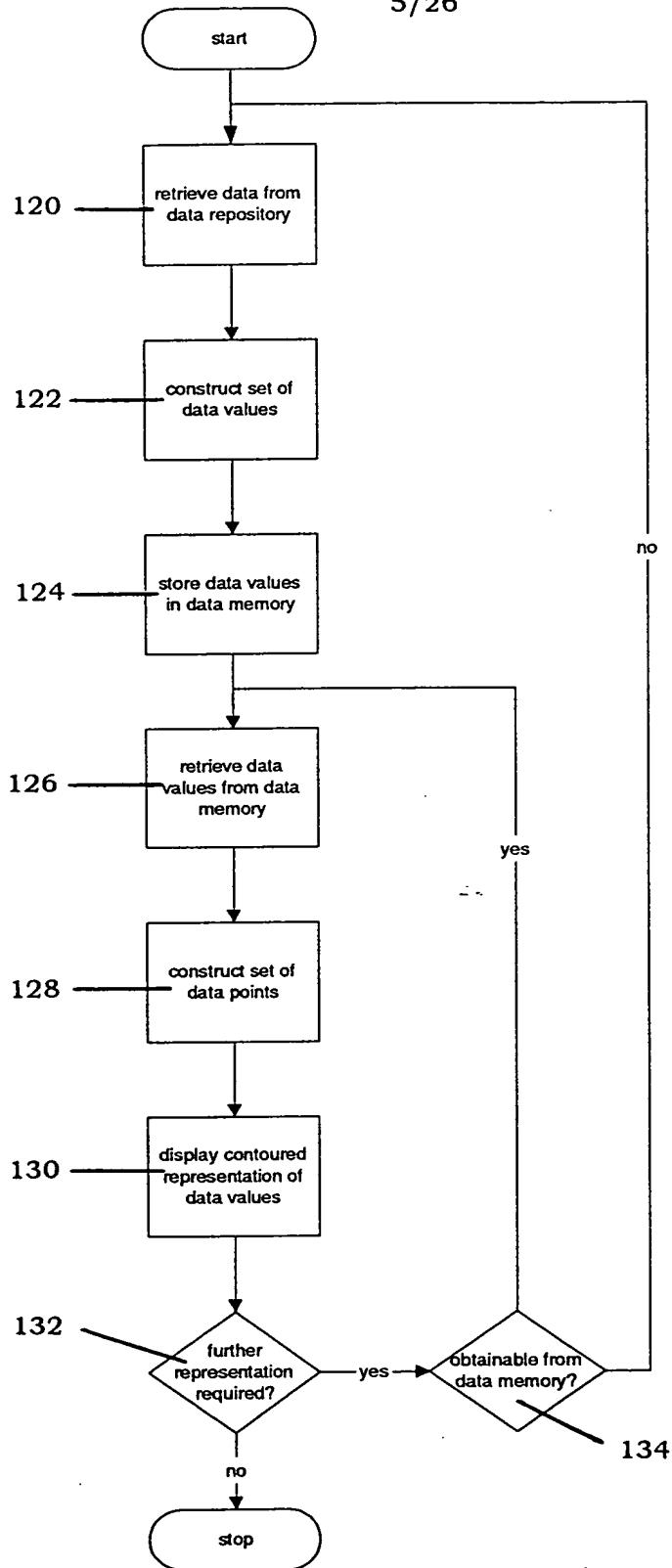
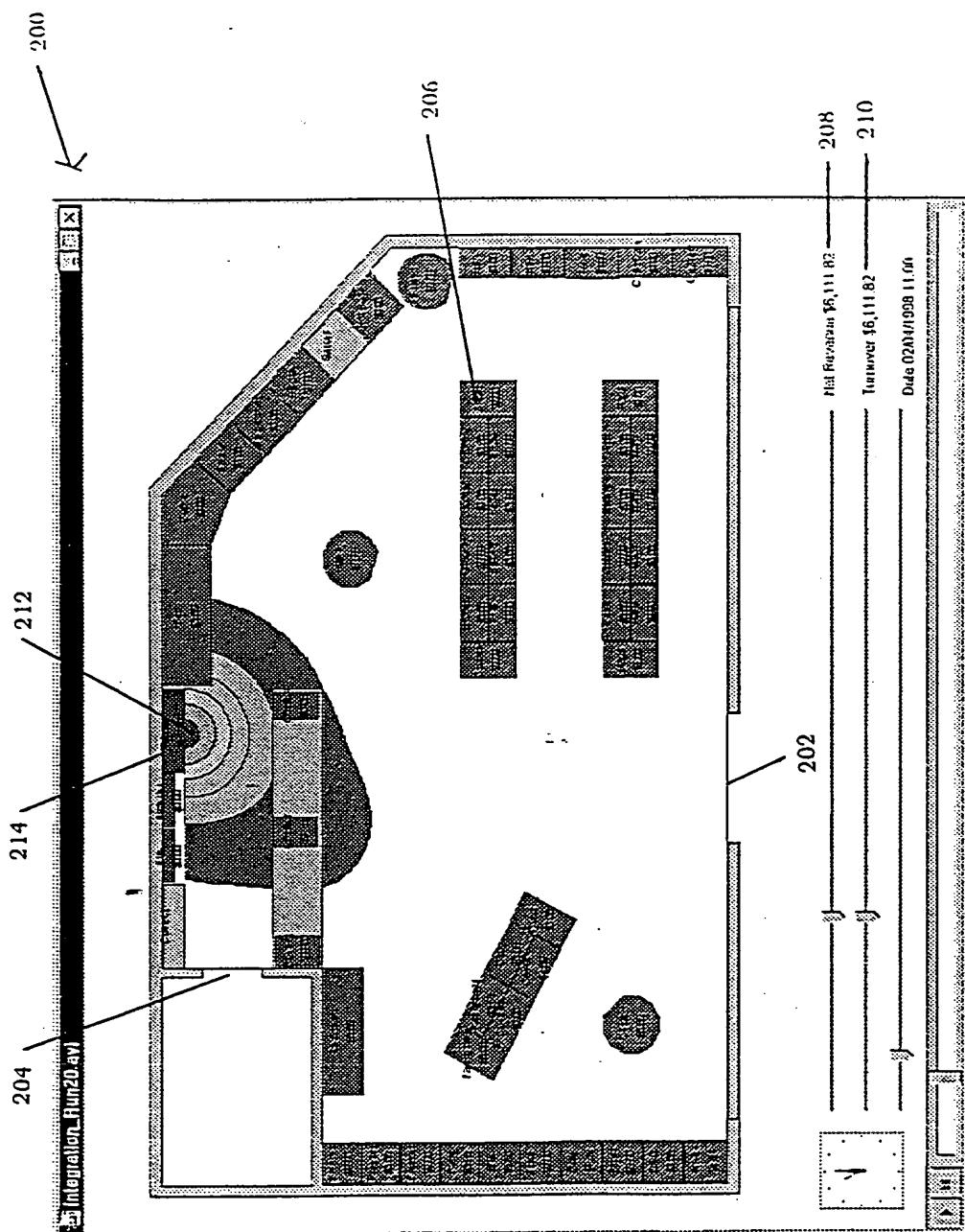


FIGURE 6

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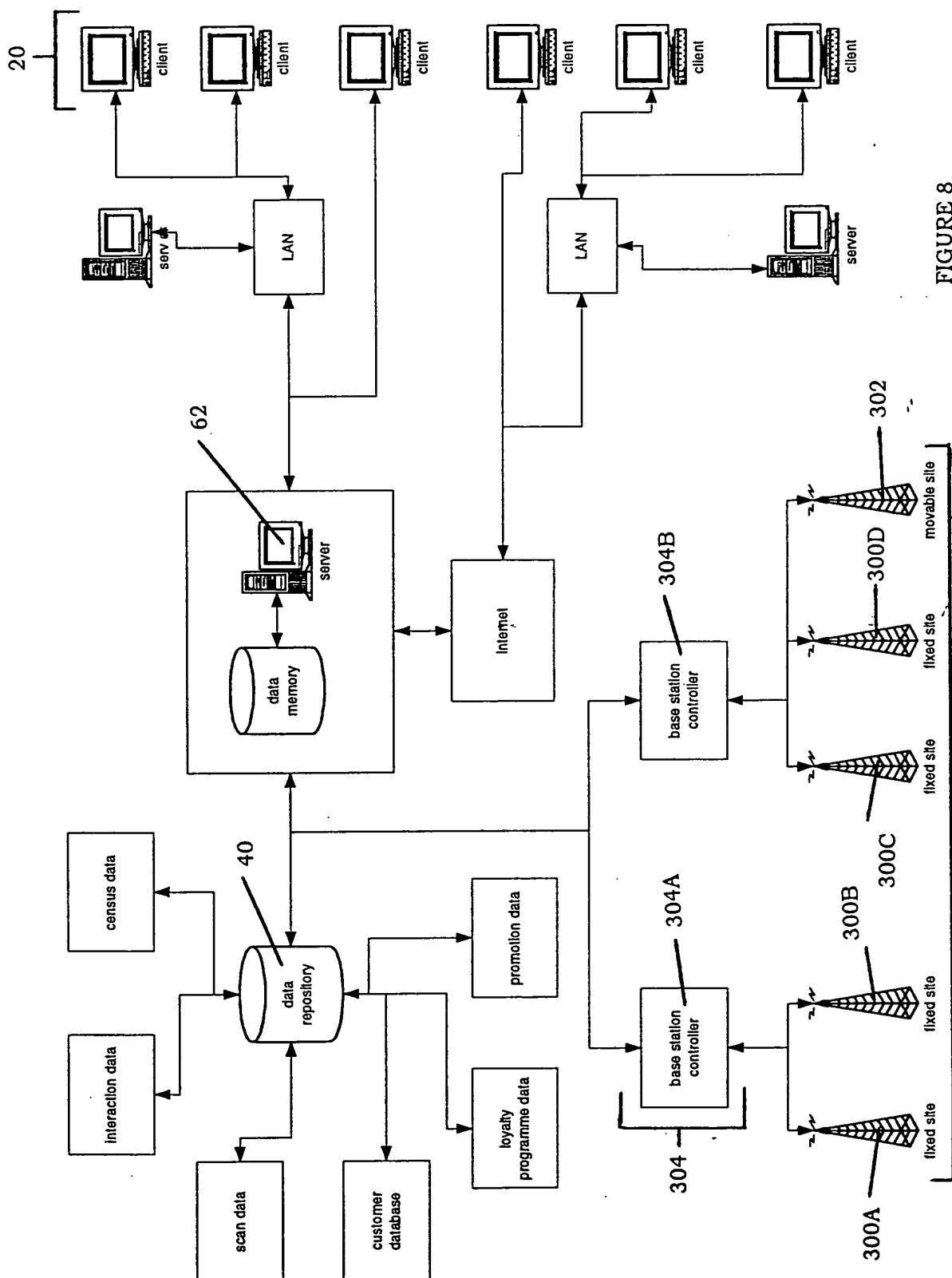


FIGURE 8

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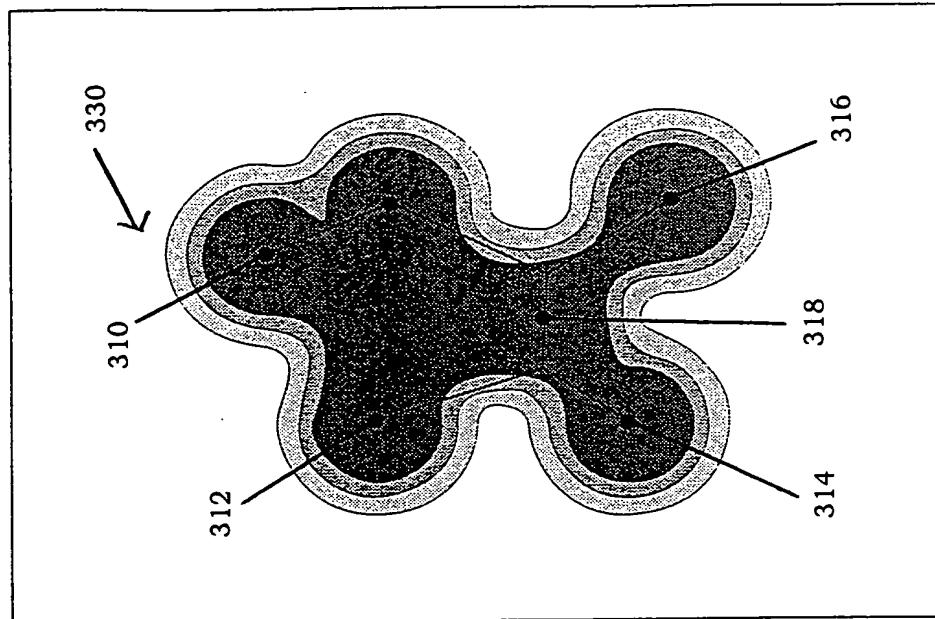


FIGURE 10

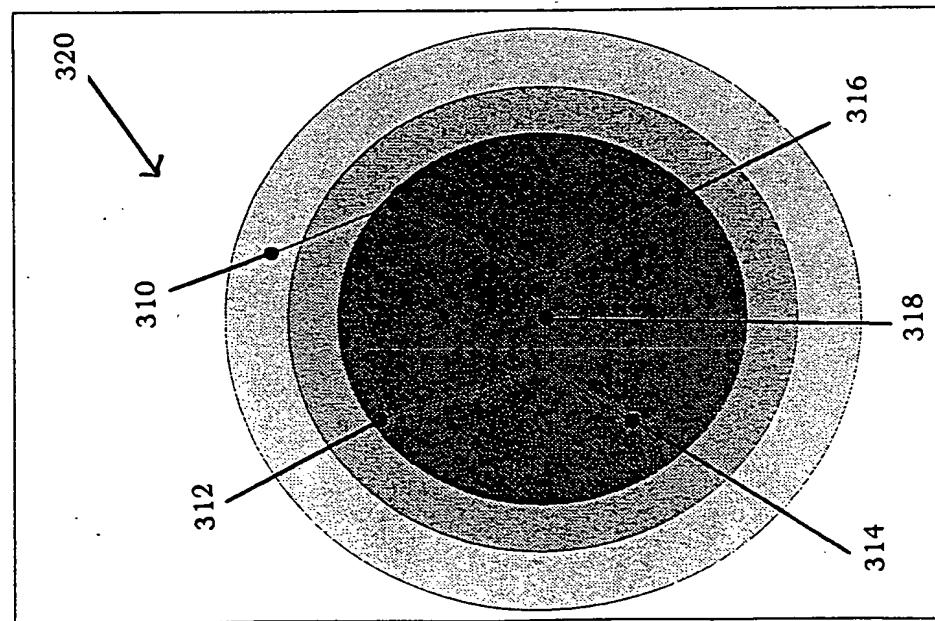


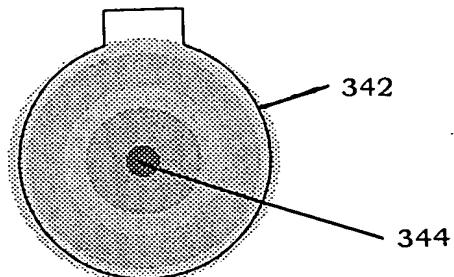
FIGURE 9

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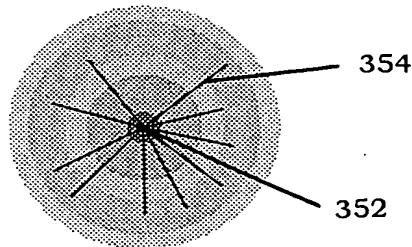
340

FIGURE 11



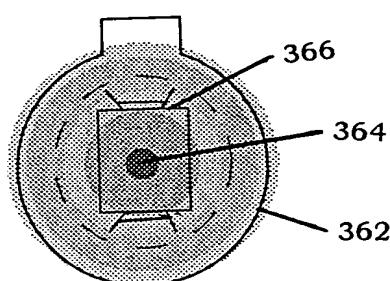
350

FIGURE 12



360

FIGURE 13



370

FIGURE 14

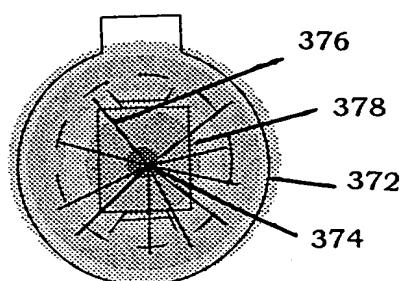
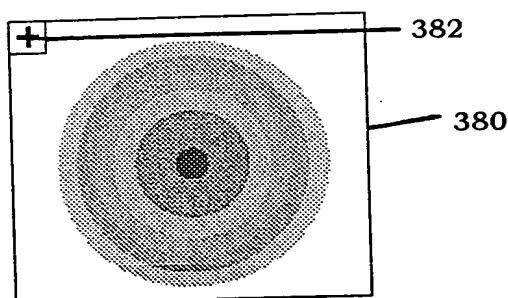


FIGURE 15



00000000000000000000000000000000

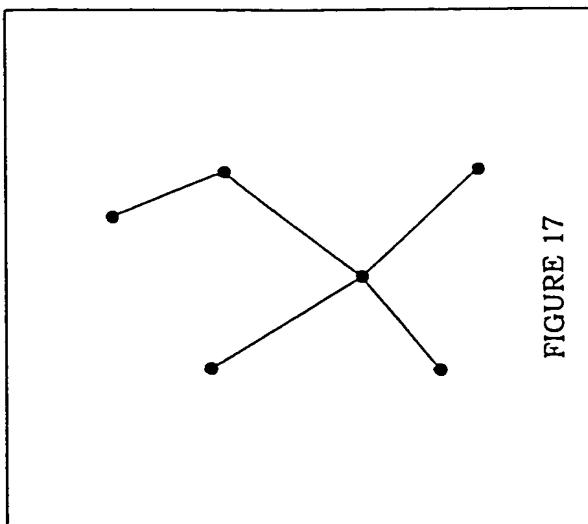


FIGURE 17

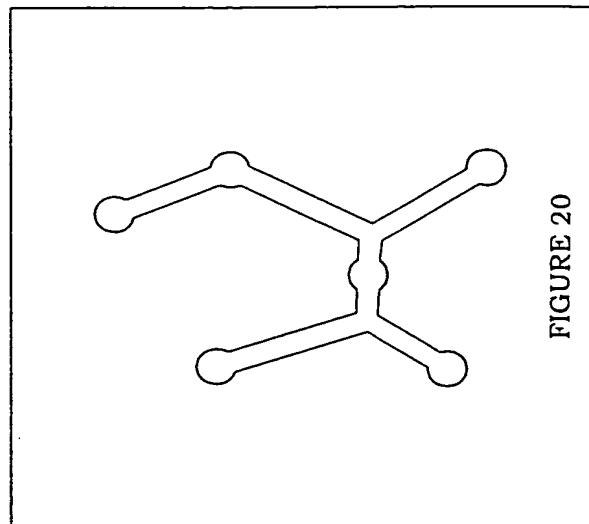


FIGURE 20

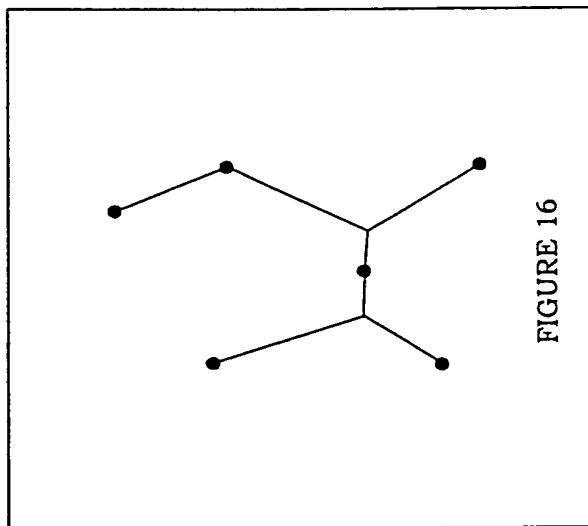


FIGURE 16

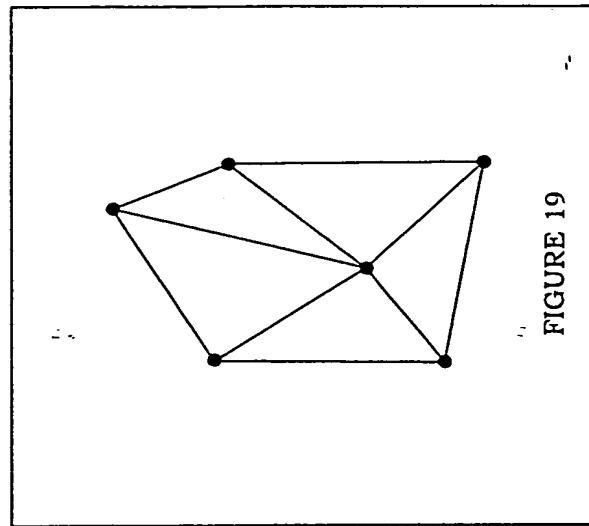


FIGURE 19

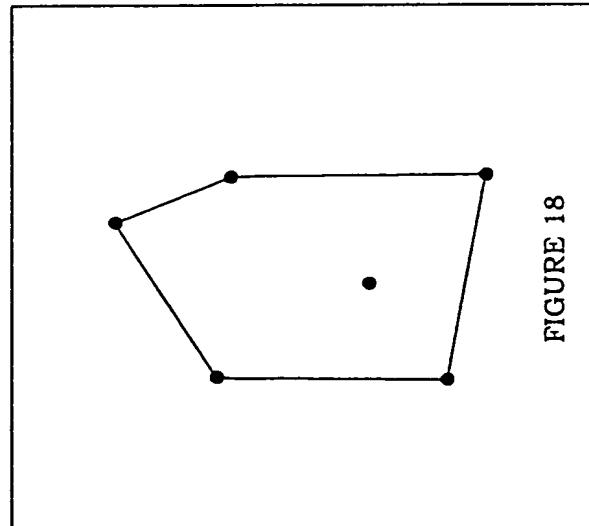
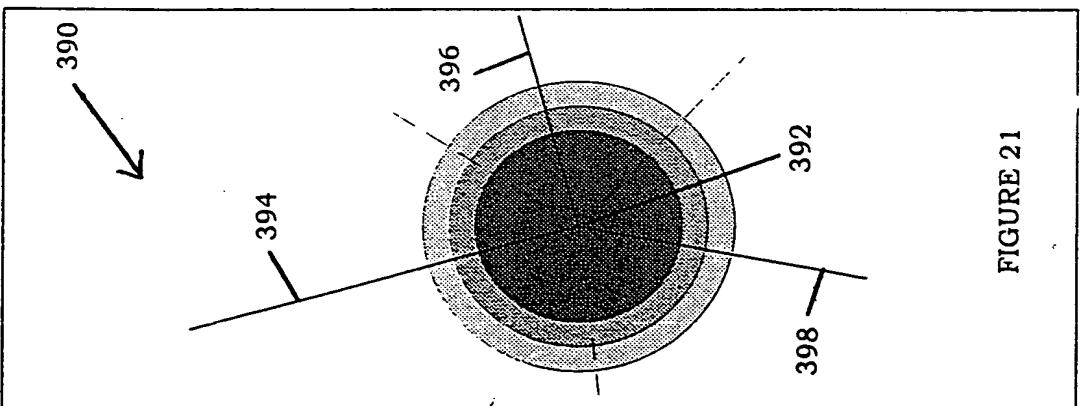
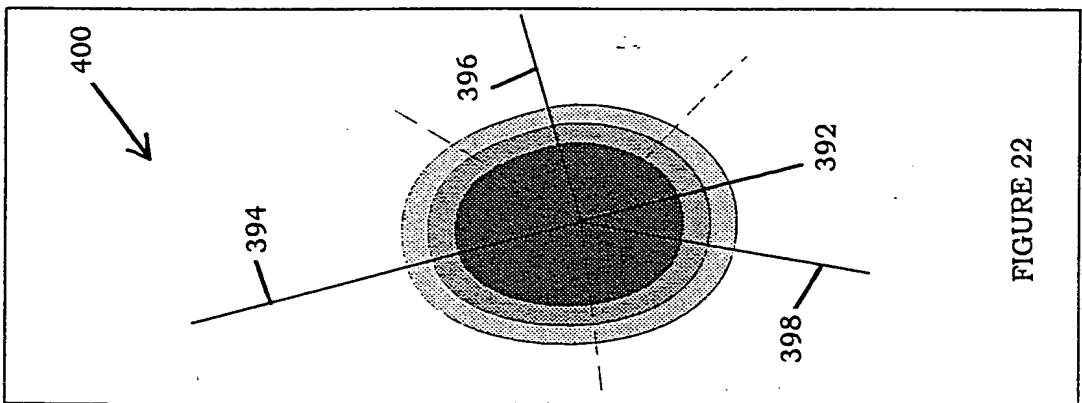
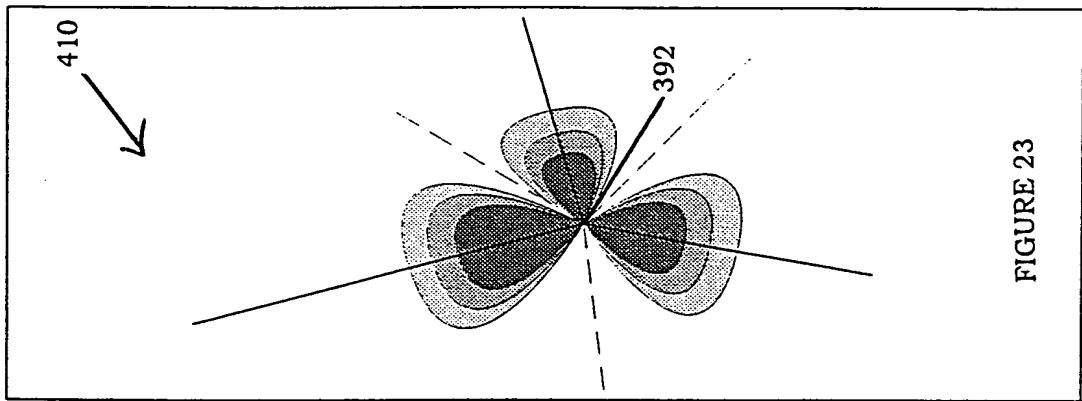
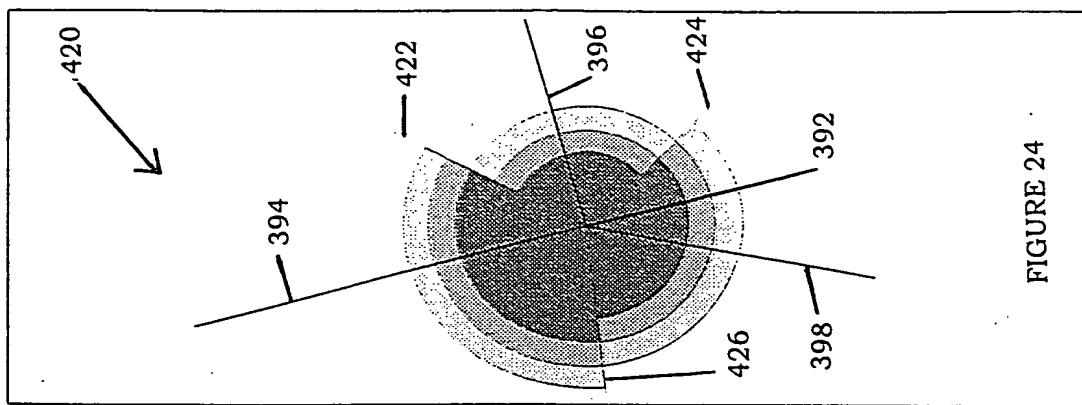


FIGURE 18

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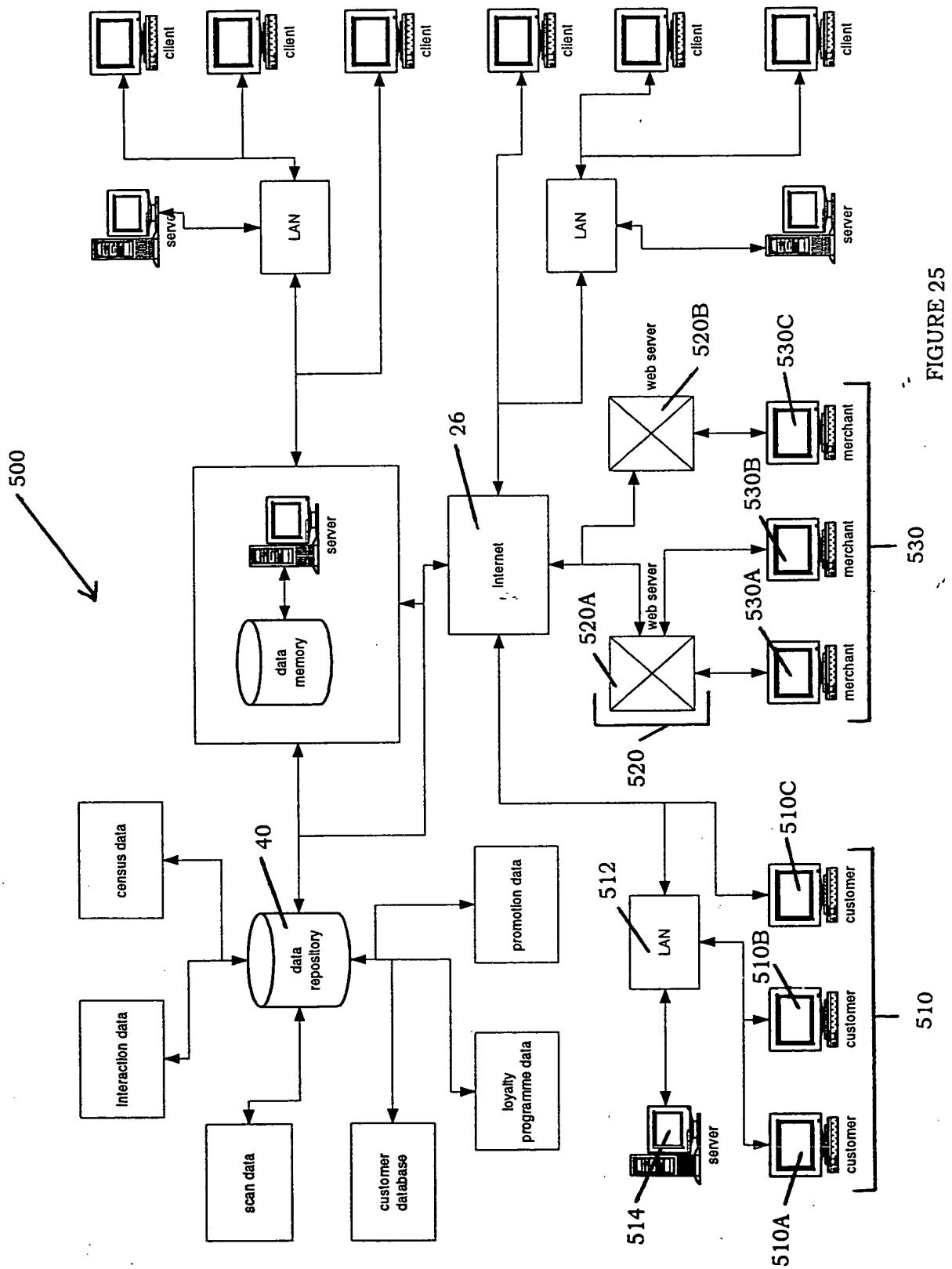


FIGURE 25

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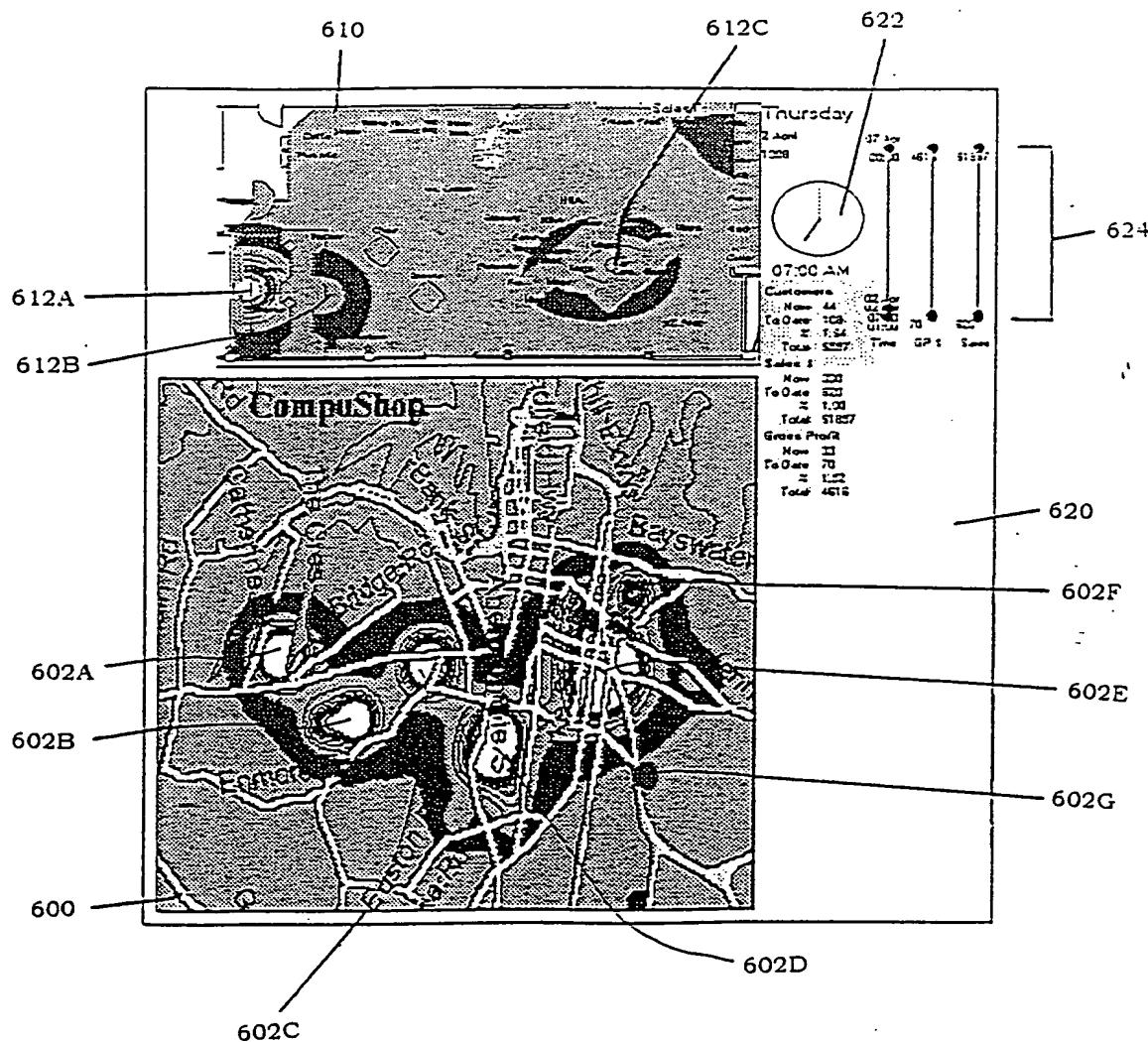


FIGURE 26

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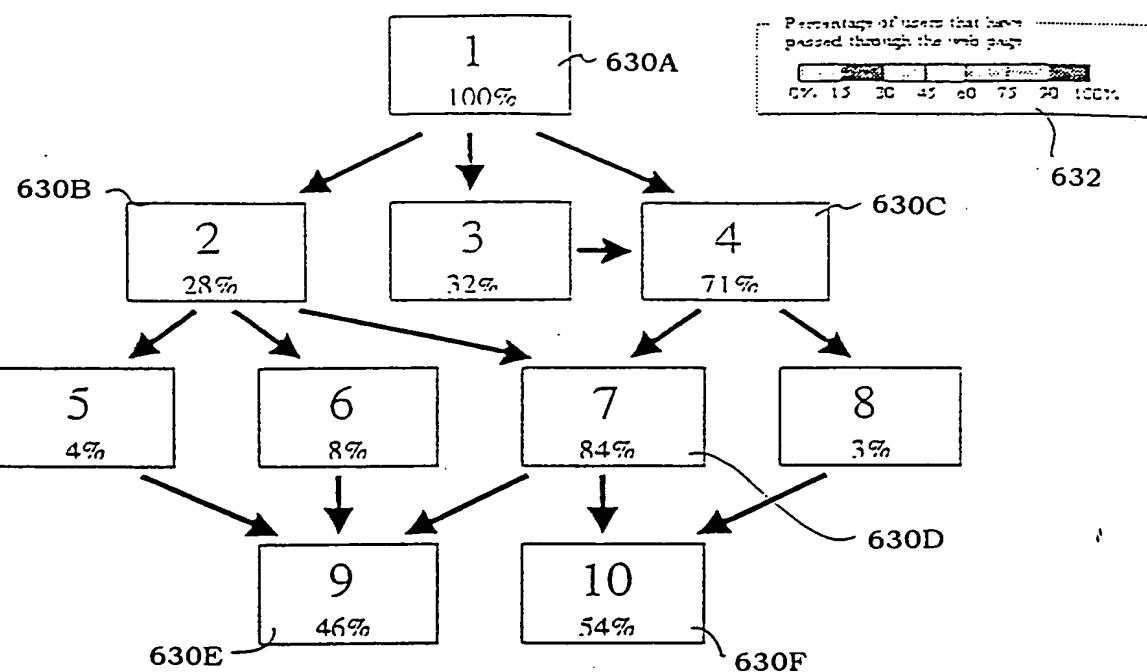


FIGURE 27

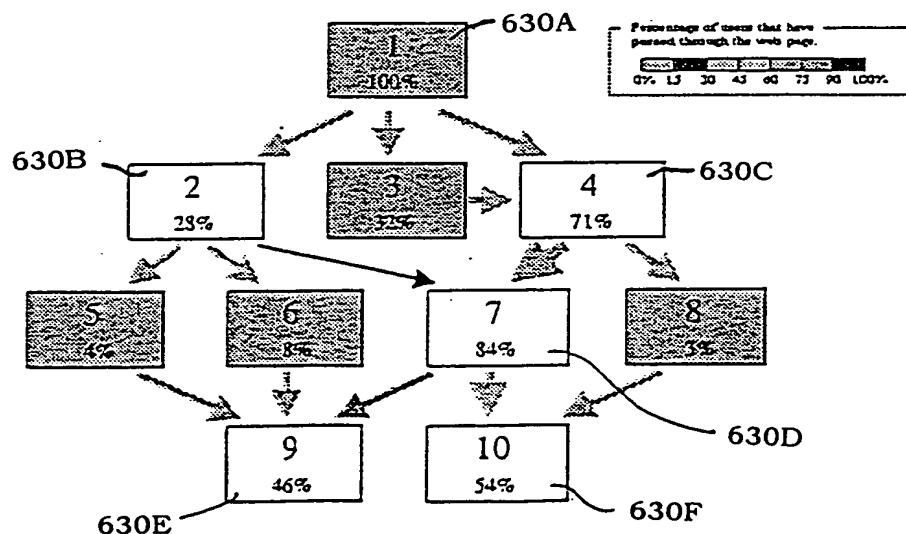


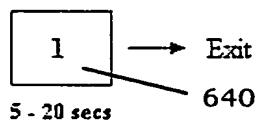
FIGURE 28

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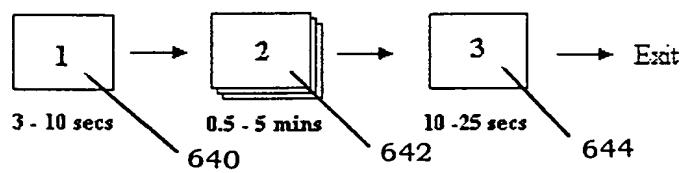
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### Site Usage Patterns

Pattern 1 (31% of users)



Pattern 2 (12% of users)



Pattern 3 (7% of users)

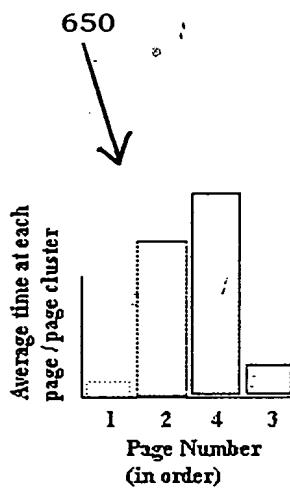
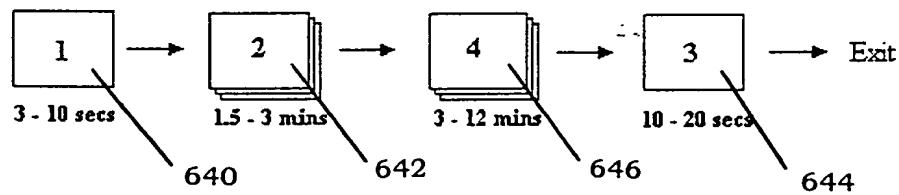


FIGURE 29

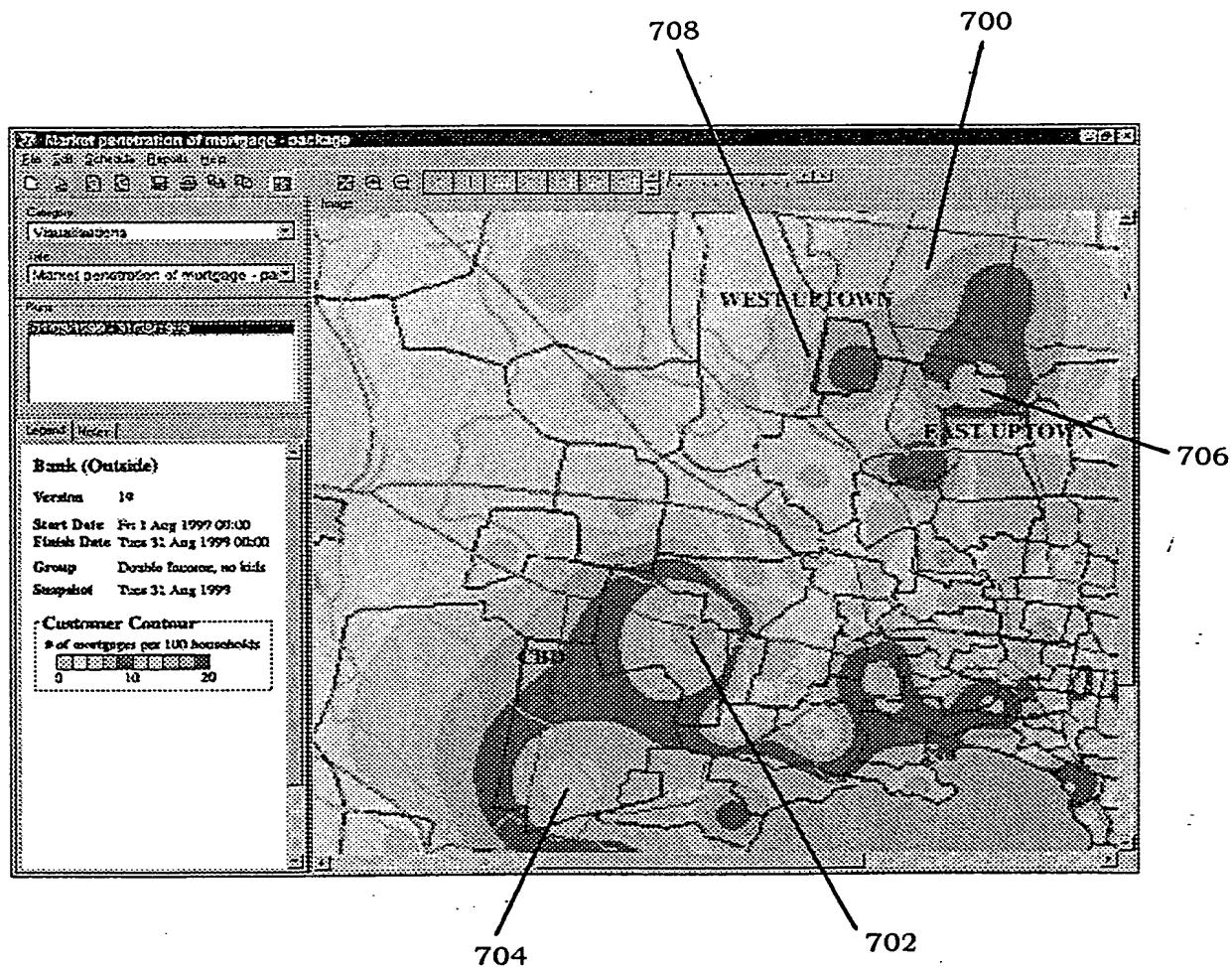
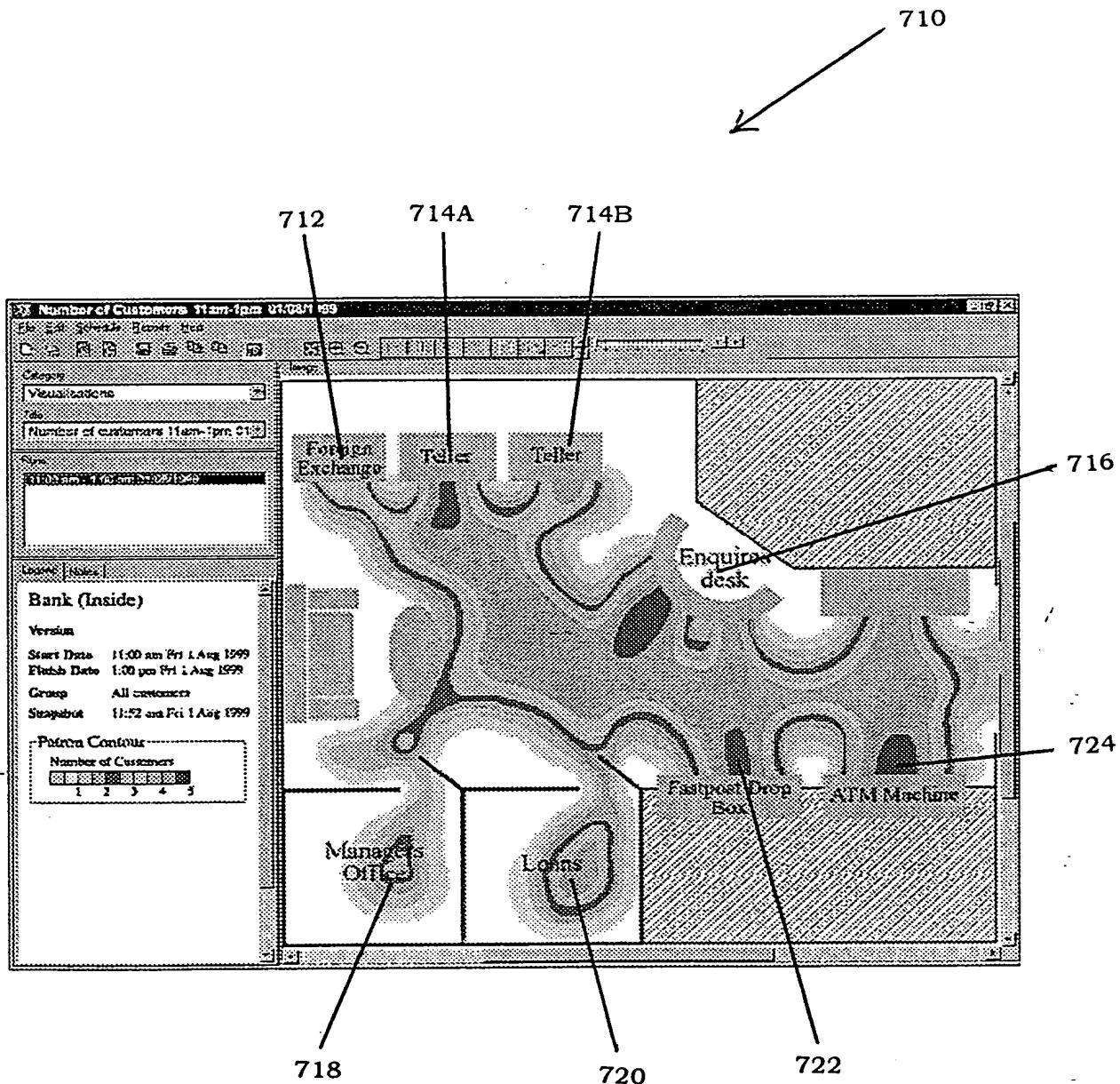


FIGURE 30

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### FIGURE 31

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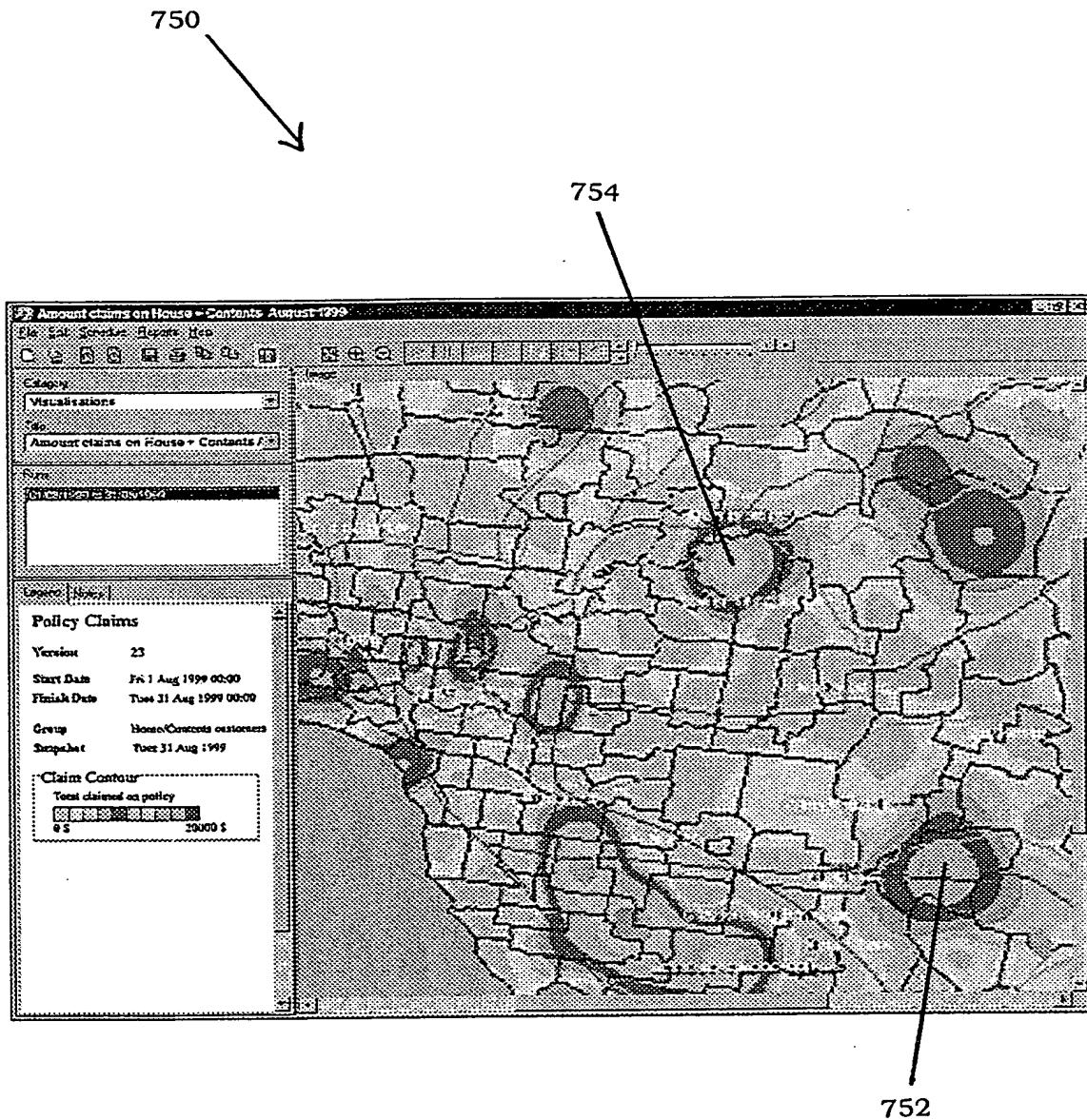


FIGURE 32

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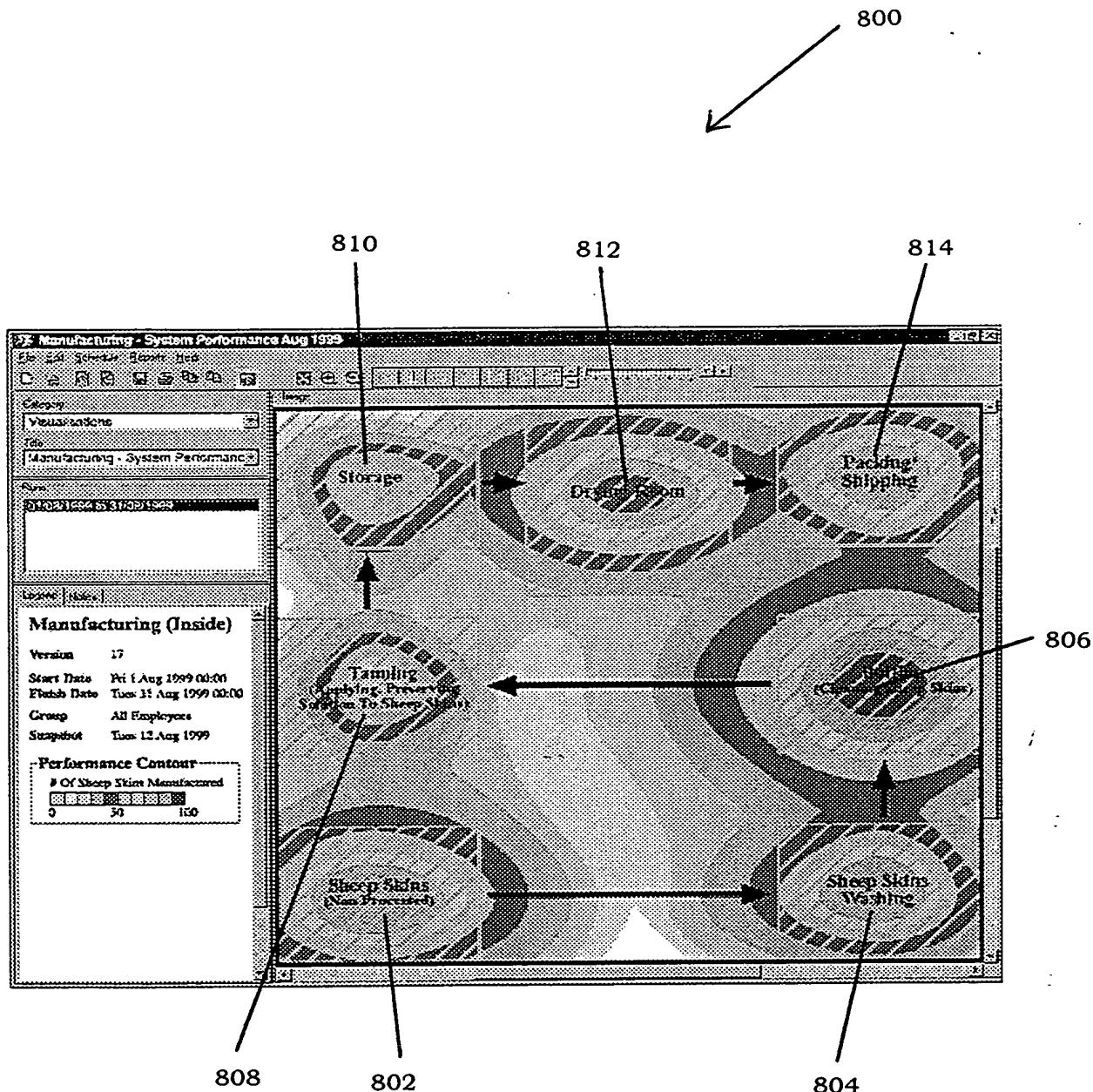


FIGURE 33

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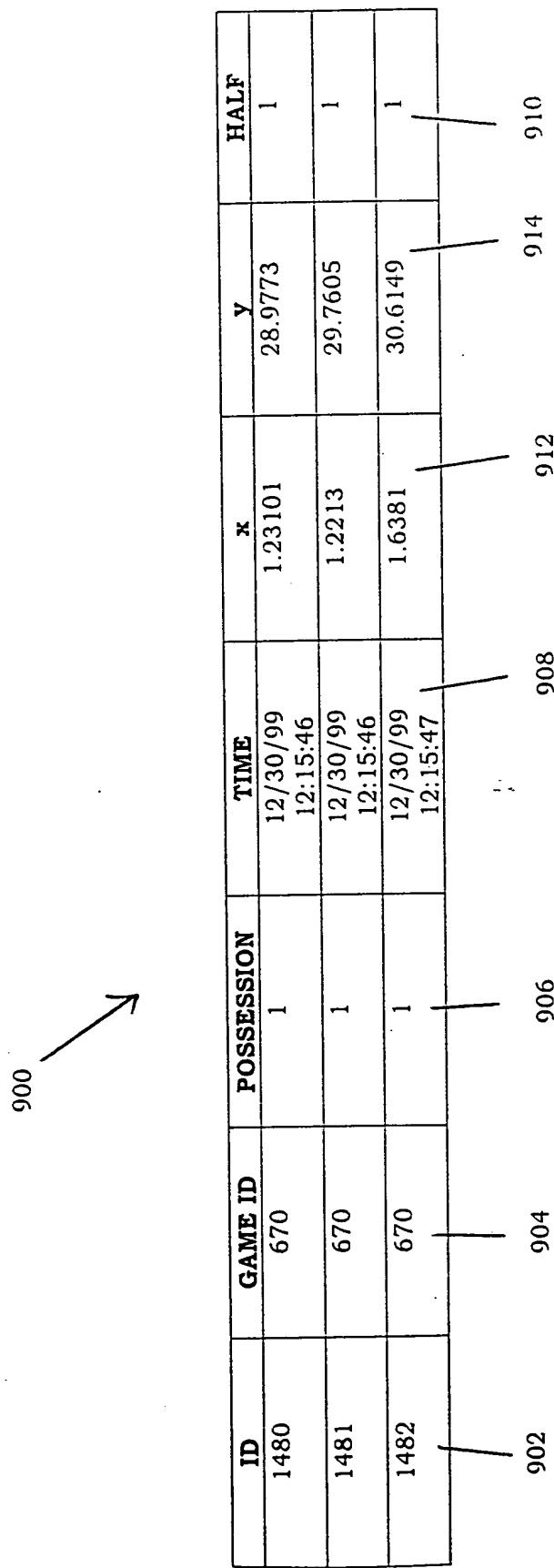


FIGURE 34

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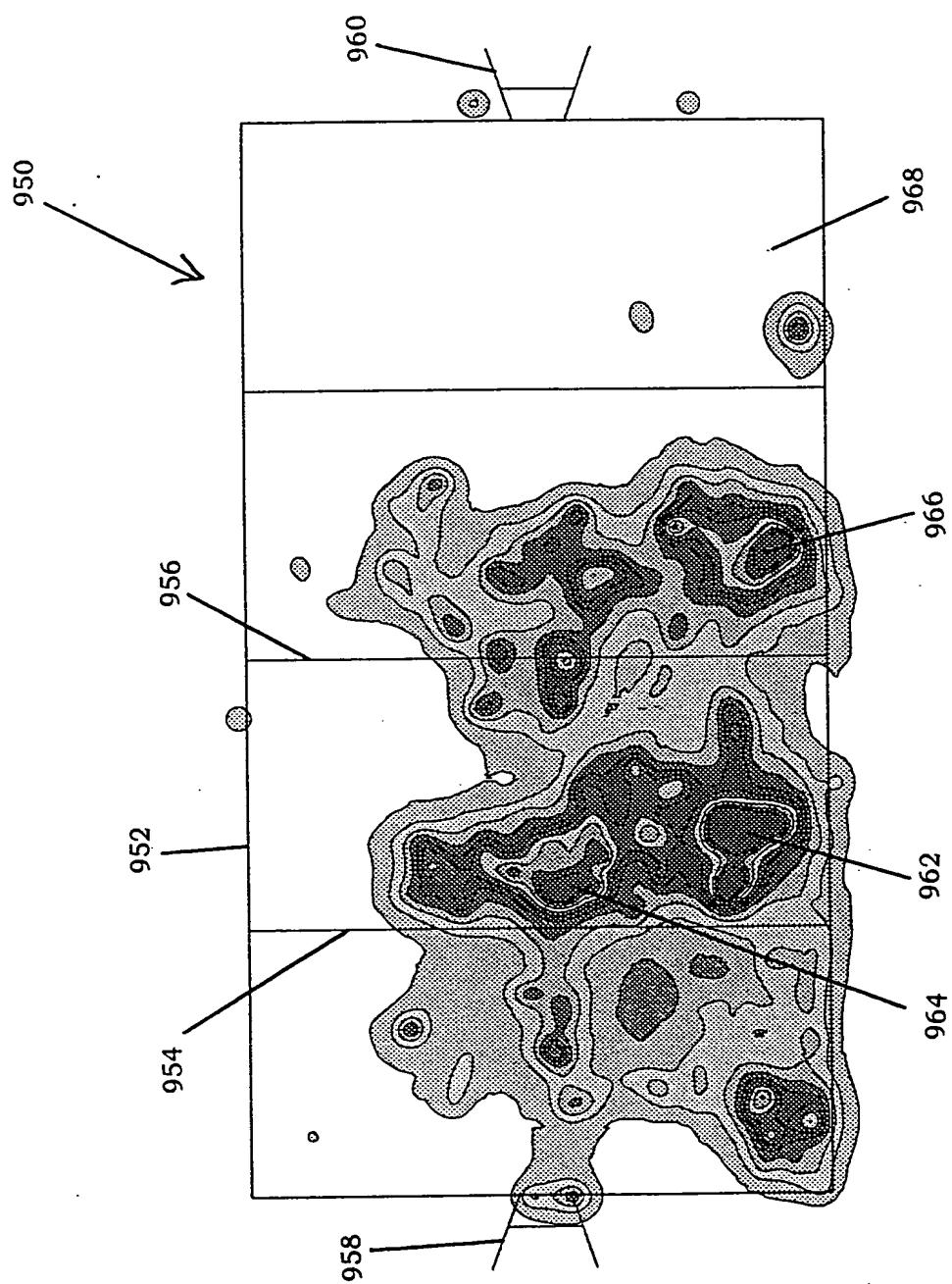
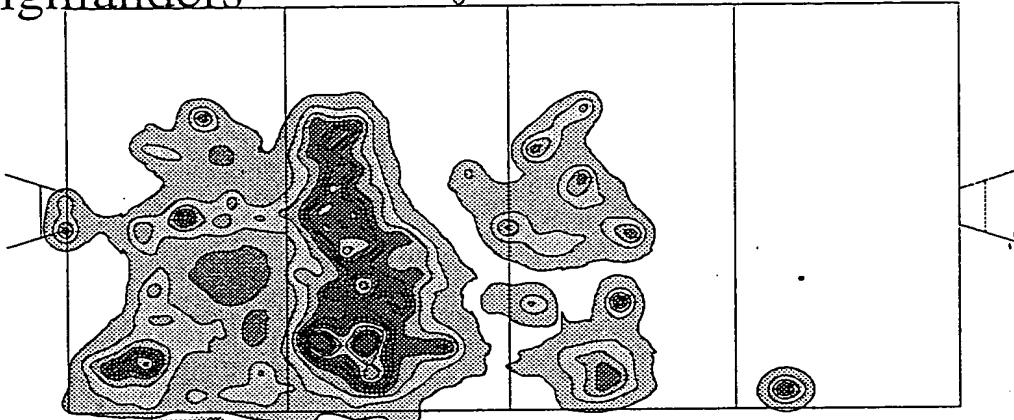


FIGURE 35

Possession & Territory Visualisation (1<sup>st</sup> half of the  
Highlander/Hurricane match)

Highlanders



Hurricanes

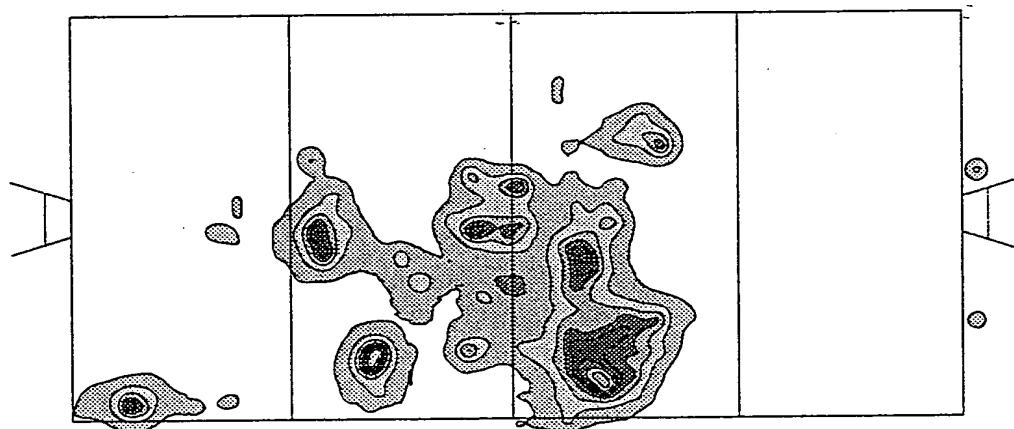


FIGURE 36

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## Visualising Breaks

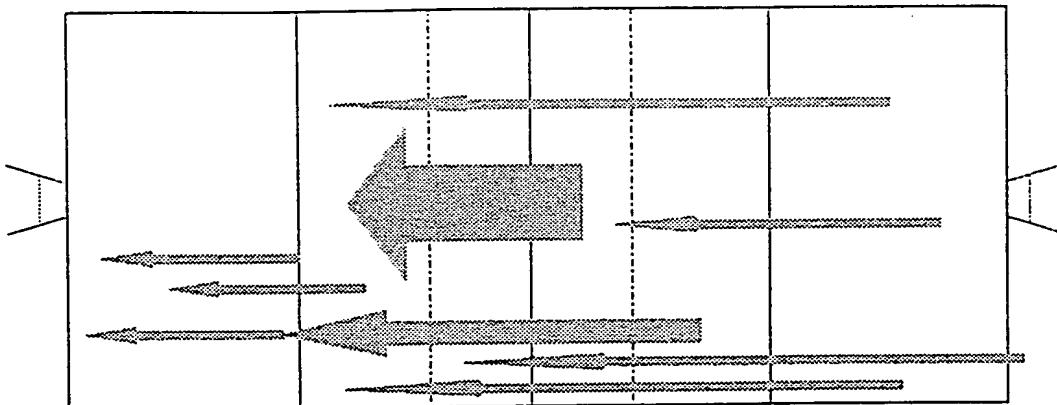
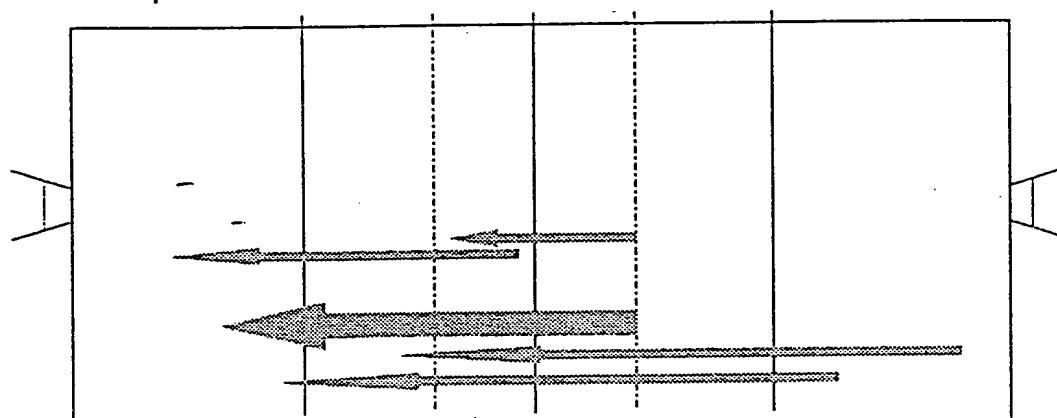
*Example: for entire team, backs or forwards.**Example: for backs*

FIGURE 37

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## Rucks and/or Mauls

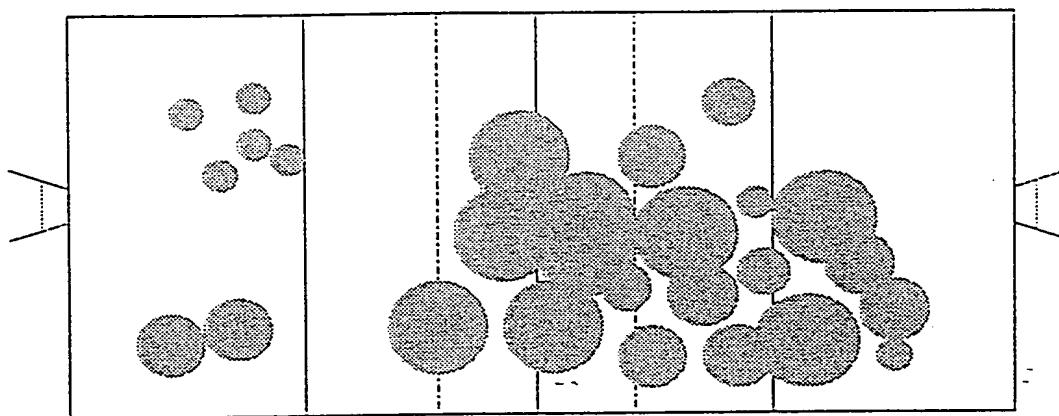


FIGURE 38

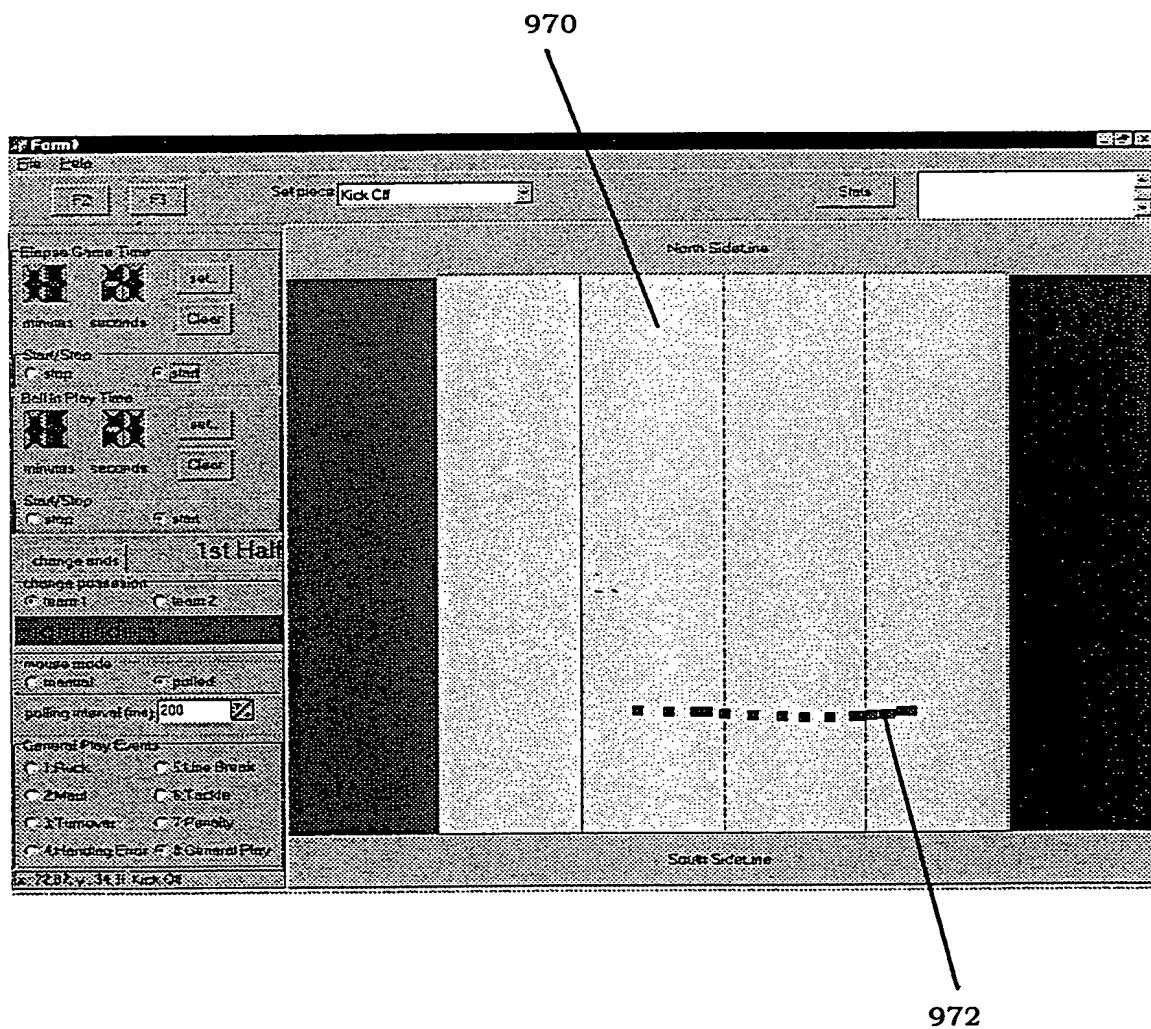


FIGURE 39

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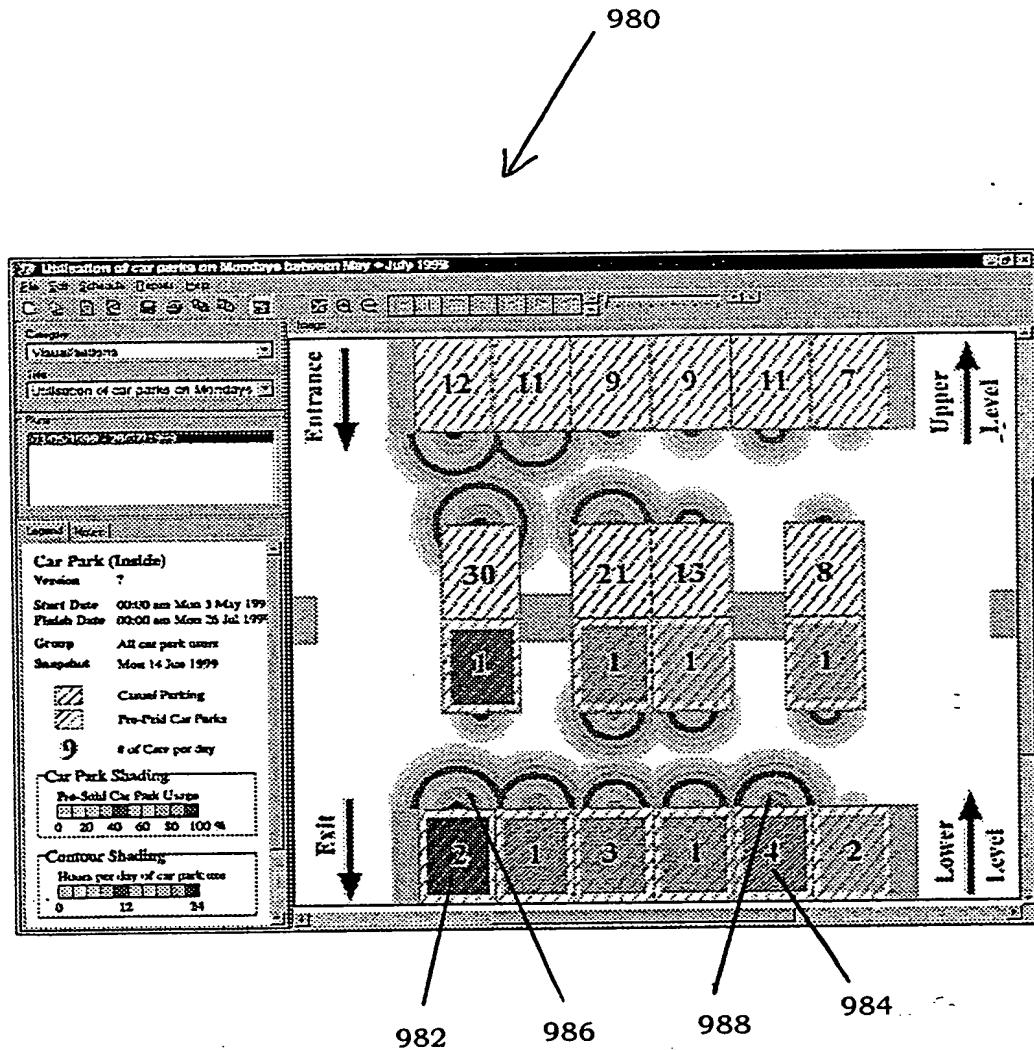


FIGURE 40